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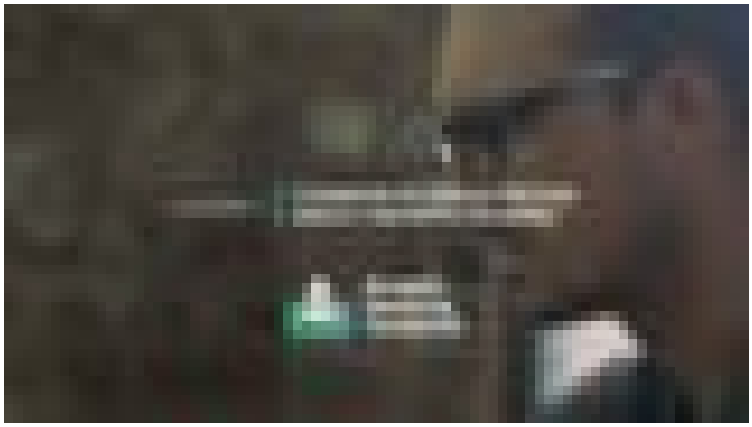
COMMON MYTHS & TRUTHS ABOUT GROWTH HACKING

Topic Progress:



Before we get into the growth hacking funnel and specific tactics that you can apply to your business, I want to address a few common myths about growth hackers that you may have seen floating around the internet, as well as some truths.

4 COMMON MYTHS ABOUT GROWTH HACKING

- Myth #1: Growth hackers have to be programmers
- Myth #2: Traditional marketers can't be growth hackers
- Myth #3: You have to be unethical to be a growth hacker
- Myth #4: Growth hackers only want free traffic

4 TRUTHS ABOUT GROWTH HACKING

- Truth #1: Growth hackers are extremely analytical
- Truth #2: Growth hackers are T-shaped (eventually V- or U-shaped)
- Truth #3: Growth hackers are also right-brained
- Truth #4: Growth hackers are obsessive

ACTION ITEMS

- Fill out the Skills Assessment Worksheet (you can also find this in the Workbook)
- Figure out if you're T, V, or U-shaped
- In the next page of your workbook, identify someone in your organization who is good at each skill. Then think about whether YOU'RE the growth hacker, or if it's someone else on your team, or maybe even a new hire that you could bring on
- **Bonus Action:** Block off 1 day on your calendar every week in which you focus on nothing but growth

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